

Responding in real time

World Health Organization declares COVID-19 a pandemic

PROTESTS CONTINUE TO RAGE AFTER DEATH OF GEORGE FLOYD

EVICTON EPIDEMIC LOOMS

Racial Equality Groups Grapple With Surge in Donations

Can Nonprofits Survive Coronavirus?

COVID GIVING BEATS MOST OTHER DISASTERS

Racial Justice Grants are Surging, But Donors Seek Advice

Funds Are Pouring Into Racial Justice Programs. Will It Help?

RACIAL JUSTICE GIVING IS BOOMING: 4 TRENDS

How to Donate Your \$600 Stimulus Check to People in Need

PANDEMIC HAS PUSHED PHILANTHROPIC GIVING TO NEW HIGH

Coronavirus Giving Tops \$1 Billion Worldwide

Nonprofit Finances on the Brink

Donors Rise to COVID-19 Challenge

Private Foundation Pledges Top \$1 Billion for Racial Justice

Letter from the president



By Brad Smith,
President

In our last annual report, we shared that “expect the unexpected” was one of our key takeaways from 2019. 2020 showed us what that really meant.

We began our second year as Candid bright-eyed and focused on truly becoming one organization. (In case you’re not familiar with our history, Foundation Center

and GuideStar joined forces in February 2019 to form a new organization, Candid.) We were headed down that path until a global pandemic, the murder of George Floyd, and the national uprisings that followed his killing called Candid to act swiftly on our mission to get you the information you need to do good.

We marshalled our real-time data capability to track the successive waves of grants and pledges coming from corporations, foundations, and celebrities to promote racial equity and ameliorate the devastating impact of COVID-19. Through daily news feeds, analyses, opinion pieces, curated lists, and training opportunities, Candid provided, and continues to provide, vital information for nonprofits struggling to find resources and donors deciding how to allocate their funding.

Like the rest of the world, we had to pivot, adjust, and respond while also working toward our goals. They included the “hard” tasks of unifying business processes and systems, rebuilding databases, combining product features, and branding as well as the “soft” tasks of implementing our values and forging the common culture we have come to refer to as “one Candid.” We worked closely with our board to develop Candid 2030, our vision for the next decade. We then set to work redesigning our organizational structure to better execute on that vision.

Some things we learned in 2020

The world is happening in real time

Strong boards can make all the difference

Systems integration is critical ... but a tough slog

You can’t outsource your organization’s culture

Timing matters

When faced with a crisis... accelerate

Never underestimate your staff

During the upheaval that was 2020, Candid's staff showed an unwavering commitment to our mission and the ability to draw upon deep reserves of empathy and solidarity. They stepped up in ways that would have been difficult to predict, finding strategies to stay productive while juggling the multiple demands of working from home and creating communications channels to support and care for each other. We all became more generous in the process.

As the close of 2020 approached, we looked up and realized we were, indeed, becoming "one Candid." Beyond our intentional efforts to build culture, the daily expressions of solidarity among staff forged a sense of community. We carry that social capital into 2021, a year in which we will complete our planned integration activities, set Candid on its trajectory toward 2030, and hope a modicum of normalcy returns to life and work.



Notes from our board chair

2020 was quite a year. The effects of the COVID-19 pandemic, rising racial tensions, political divide, and the economic downturn brought about a whole new set of challenges coupled with the growing pains of being a newly integrated organization. The events of 2020 will likely have long-lasting and profound implications on the social sector and philanthropy as a whole. Nonprofits and foundations alike are dealing with limited resources while the communities

they serve need help now more than ever. As the leading source on data for the social sector, our mission to get you the information you need to do good continues to be front and center. As we look to the future, we will deliver on our mission with great intention and continue to be responsive and innovative as we navigate the bumpy road ahead.

T. SYLVESTER JOHN
Board Chair





Left: David Rosado and Martin Diomande in our NYC office. Below: Adia Colar, Devin Harvath, Wynne Chan, Eva Nico, Tony Rodriguez, and Laia Griño in Oakland.

Candid's first anniversary

In early February, Candid employees across the country celebrated our first year.



Above: Katie Farnan and Viet VoPham in Denver. Right: Alexis Flannagan, Zohra Zori, Michele Dilworth, Ivonne Simms, and Nicole Hooper in Atlanta.



Left: Miz Kusairi, Jesse Breaux, Elizabeth Madjlesi, Barbara Cornell, Parshya Kavooosi, Charles Porter, Arielle Frazier, and Jacob Harold in D.C. Above: Laura Williams, Robin Burdick, and Betty Baffer, in Williamsburg, Va.

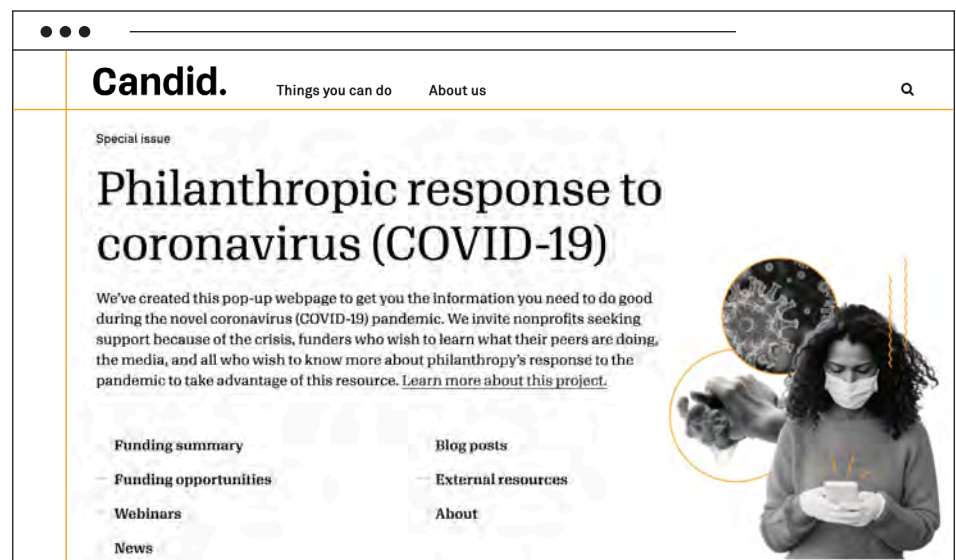
Getting information to a world in crisis



By Laia Griñó,
Director of Data Discovery

In March 2020, as the scale of devastation caused by COVID-19 was becoming clear, I learned that Candid's leaders had decided to publish a special webpage on the crisis. Because my team and I have been deeply involved in providing data for Candid's many foundation landscapes, I volunteered to help with the new page.

Several days of intense work followed. We had to identify the data we had on COVID-19 funding and where we had it. Although we already had processes in place to gather much of this information automatically, we still had to build, test, and refine queries to pull and deliver the data to the special issue page. There was also a large manual component to identifying COVID-19 funding data—several people actively searched press releases, websites, membership reports, surveys, and local news for references to COVID-19 grants and pledges; coded that information; and uploaded it to the database.



Meanwhile, the head of our branding, web, and design teams was building the new webpage, which was morphing into a mini-website that had a landing page and subpages. Our communications lead was developing messaging. The team that maintains our Disaster Funding Map was adding COVID-19 funding to it.

“We are often asked what grounds us. For me, it’s checking—first thing in the morning—the funding total and top funders that our special coronavirus site will display later that day. This not only confirms that the data pipeline is running smoothly but is a potent reminder that what we are all doing is so important.”

ANDREW GRABOIS
Manager, Corporate
Philanthropy



We launched our special coronavirus site on March 13—two days after the World Health Organization announced COVID-19 was officially a pandemic. Creating the site was a cross-departmental effort in the spirit of Candid’s mission to “get [people] the information they need to do good.”

Our work on the project, and the people contributing to it, grew quickly after the launch. As we learned about resources other colleagues were creating, we linked to them from the landing page or added subpages to display them. We linked to new Candid Blog posts offering updated funding analyses, historical perspective, and predictive models about how the crisis would affect nonprofits. We created a special COVID-19 funding map. We redesigned the landing page twice to accommodate new data. For several months, we raced to keep ahead of the information pouring in. For many of us, getting fresh data to the landing page and its subpages was our top priority.

“Gathering RFP data is deeply gratifying, because each RFP I load has far-reaching benefits in terms of improving the life and health of people and animals across this country. I’m fulfilling my personal desire and Candid’s mission to ‘see the world and make it better,’ while sitting at my computer.”

REGINA FAIGHES
Data Analyst



We continue to update the site. In the spirit of our organizational values of driven (“We make an impact in everything we do”) and accessible (“We ask, ‘How can we help?’ and we mean it”), we’re committed to maintaining this site as long as the pandemic and recovery from it continue. I’m proud to be a part of this effort and grateful to everyone at Candid who made it possible.

“I was part of the team gathering info on funds created to assist nonprofits impacted by the pandemic. These nonprofits do critical work, assisting the most vulnerable in their communities, so it was important to get that information spotlighted. It felt good to be able to assist these efforts.”

DAVID JACOBS
Director of Data Management



All virtual, all the time

In March 2020, Candid canceled all in-person events until a time to be named later. On March 17, we closed all offices and began working 100 percent remotely. Candid's staff reflect on how these changes affected them and the stakeholders they serve.

"Working virtually for our team meant we worked collaboratively in a way that wasn't possible pre-pandemic. As someone who was still learning the ropes, I was glad I could shadow my colleagues. I was able to learn Candid content and get to know my awesome fellow trainers."

IVONNE SIMMS
Programs Manager,
South



"Nothing exemplifies 2020's workflow for me quite like this: I was two hours deep into training a group over Zoom on how to find grants to support civic participation, when my 7-year-old crept up beside me on camera in his pajamas, cupped his hands to my ear, and at a volume audible to everyone in the training, loudly stage-whispered, 'Can you glue my dinosaur's tail back on?'"

TRACY KAUFMAN
Programs Manager, Northeast



"Necessity is the mother of invention, and never has that been truer than during this pandemic; it really forced us to think and work outside the box. We were able to design virtual workshops in a matter of weeks, whereas under normal circumstances, it may have taken us months. It forced us to think about our programs in truly 21st-century terms given the virtual reality we are facing—pun intended. Most importantly, the common denominator of all of us working on Zoom brought us closer together in ways we could not have achieved otherwise."

JULIETA MENDEZ
Senior Director of Network Engagement



"Hollywood movies on global pandemics never address product access, but this was the Funding Information Network (FIN) team's vital mission in March. Thanks to amazing colleagues across Candid, we quickly launched remote access to Foundation Directory Online so that our FIN partners could continue to support their patrons and communities despite their physical building closures."

CARLA NORRIS
Network Engagement Liaison



"Why yes. Yes, I do have a Zoom shirt. I've also thrown on a stylish jacket from time to time to make me look as though I just landed from an international jaunt."

JOEY GUASTELLA
Data Discovery Analyst



“When we went virtual, I worried so much about being able to keep connected and help the nonprofit staff members who attended our in-person trainings. It’s much harder to see confusion on people’s faces using Zoom—particularly if their camera isn’t on! But after many sessions, I realize that using chat, virtual polls, and virtual breakout rooms can be just as engaging and involving as an in-person class. The icebreakers still break the ice, the bad jokes still elicit rueful grins, and the group activities have the bonus of happening in everyone’s own relaxed personal environment.”

DAVE HOLMES
Programs Manager, Midwest



“The COVID-19 webinar series exemplifies teamwork at Candid. From determining the topic, recommending a speaker, moderating, presenting, and promoting the webinars to answering questions via our online chat, many came together to make the webinars possible. The result? Tens of thousands of participants across the U.S. and abroad had real-time information on how nonprofits and foundations responded to COVID-19.”

CATALINA SPINEL
Director of Partnerships, Northeast



“Our national network of nonprofit professionals not only still needed our critical fundraising tools and expertise last year—they were craving peer connections and engagement. I’m so proud of how quickly our team worked together to move all our trainings online and designed them to be highly interactive. Some of my favorite teaching moments this year were when we were getting to know our participants in icebreakers and grounding exercises and after we created space for them to network and interact with peers around the country.”

KRISTA BERRY ORTEGA
Programs Manager, West



“Moving our workshops to a virtual platform has removed geographic and financial barriers for many participants, making these learning experiences much more accessible. Initially, I wasn’t convinced that we could maintain the same level of interactivity as our in-person programs or that participants would build authentic connections with one another. After several months of virtual programming, I’m more than convinced.”

ELIZABETH MADJLESI
Programs Manager, Northeast



“Almost everything FIN-related changed this year. We spent months planning FIN visits, regional convenings, conference schedules, in-person public and staff trainings, and our annual three-day conference, only to have to cancel all of them (like everything else). Fast forward many months, and we’ve adapted quite well. While we miss interacting in person with our partners, I’m thankful that we have managed to continue to support them through this difficult time.”

SAM RYDER
Network Engagement Manager, Midwest



“I really hadn’t expected it would be quite so effortless to put together a virtual arts panel, but as it turns out, it’s easier to get people to agree to do something when they only have to dress from the waist up!”

LAURA BERGMAN
Programs Assistant, West



Media impact 2020



By Adia Colar,
Communications and Outreach Manager

More media sought Candid information in 2020 than we could have anticipated. But then again, we never anticipated how the year would turn out to be.

COVID-19 spread globally, George Floyd was murdered, and the recession hit. Candid

was there with data, insights, and resources that showed the social sector's role in these times of crisis. The sector can be confusing, and we were able to present information in a way that helped shed light on it.

We tracked and provided concrete information about philanthropy's response to crisis in 2020, challenges the sector was facing, and how our sector could continue to grow. Candid's tracking of funding for COVID-19 and racial equity, analysis on how many nonprofits might close in 2020, and reports on nonprofit compensation, peacebuilding, disaster philanthropy, and philanthropy and COVID-19 became essential resources.

Philanthropy and COVID-19 in the first half of 2020



On August 26, Candid and the Center for Disaster Philanthropy published an analysis of COVID-19 philanthropy during the first half of 2020. CNBC, the *Chronicle of Philanthropy*, and *Alliance* magazine reported on the key findings.

Candid.

CDP Center for Disaster Philanthropy
The values, values and how of informed disaster giving

3,572

media mentions
in 2020

As we responded to the issues at hand, media responded to Candid as well. From high-profile national and international news outlets to community newspapers; general interest, sector, and niche publications; and print, broadcast, and online outlets, a broad range of media increasingly viewed Candid as a trusted source of fact-based information.

But there is more to the story. As of December 31, Candid had tracked \$22.6 billion in funding for COVID-19. At the same time, more than 75 million people worldwide had been diagnosed with the virus; more than 1.5 million, including more than 300,000 in the United States alone, had died from this pandemic. As of December 31, Candid had tracked \$12.4 billion in racial equity funding in 2020. At the same time, George Floyd, Breonna Taylor, Elijah McClain, and countless others had been killed by the police; racism and racial violence were also a pandemic. It was because of this devastation that we saw philanthropy's unprecedented response. When I sent the latest funding updates to journalists in 2020, I didn't forget that these figures were intertwined with pain.

These numbers were also intertwined with hope. Much of the media coverage we received last year (and continue to receive in 2021) centers around how the social sector is, can be, and should be supporting society. It highlights how Candid provides the information the sector needs as it continues to tackle the challenges and opportunities of our time.

Testing personal and professional limits



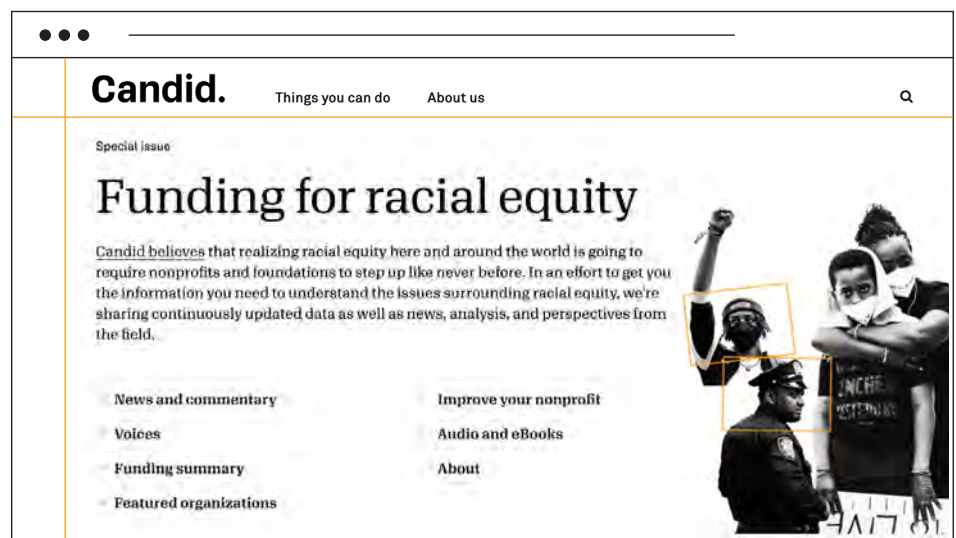
By Lisa Brooks, Director of Knowledge Management Systems

“It is not easy for me to share that I can’t do this because—uh—it’s my job. But I actually can’t. I’m trying. I can’t.”

I posted that to Candid’s main Slack channel on Friday, June 5. George Floyd had been killed by police on May 25. I was feeling internal pressure to update Candid’s race and policing special collection in preparation for including it in our funding for racial equity page, which

I’d recently begun maintaining. Delivering on this curatorial task was a professional concern; managing the curation at that particular moment in time, on this particular topic, was a deeply difficult personal undertaking.

I should fill in a blank here: I’m a bi-racial American. My father was Black and, like so many kids with Black parents, I was raised to go above and beyond to attain “good enough” in American society. Asking for help was a show of weakness; dire consequences followed.



“Thank you Lisa Brooks for everything you do and for sharing how you’re feeling and asking for help. Thanks also to everyone at Candid for showing your support for our colleague and stepping up.”

LISA PHILP
Senior Advisor



“Thank you for speaking up and letting us know how to help. Happy to pitch in and flex those librarian muscles in solidarity. Sending virtual hugs!”

JANET CAMARENA
Senior Director of
Candid Learning



But knowledge is power, and there’s so much knowledge, and power, in this collection. Adding the race and policing special collection would stretch the racial equity page to include more of a racial justice lens. It would be essential content that balanced the news stories being shared on the page, adding complexity to the numbers in the funding summary and texture to the terrain that the organizations featured on the page were navigating.

So I asked for help. And wow—did I get it. The emoticons flowed in, as did the content. The racial equity page was clearly seen as a critical Candid offering, particularly in the historic moment we were all living and working in together.

I’m not yet wholly comfortable with having asked for help. It was a tough moment in my professional life and went against what my father, with love and concern, taught me. But I have gained powerful new knowledge about knowing my limits and making assumptions about the limits of others.



The data show a glaring divide in how U.S. residents experience and relate to policing. Candid’s race and policing collection includes research from nonprofits, foundations, and university-based research centers that document and provide recommendations for addressing this chronic and tragic problem. Photo: Joe Brusky

Doing good in the face of tragedy



By DeeDee Dickey,
Vice President of Talent

There's no doubt 2020 was challenging for each and every one of us. In the midst of a global healthcare crisis and its long-term implications, we also faced rising racial tensions surrounding the topic of police brutality, particularly as it relates to Black people.

Candid's staff and board showed a real commitment

to getting the sector timely information to help navigate these challenging times. We shared (and are still sharing) continuously updated data and insight on race and policing, Black male achievement, and racial equity. Behind this information were 230 individuals who brought their whole selves to work every day to power the tools and resources you need to do good.

"This is not only just for George Floyd alone. This is also for the other lives who have been lost as well. Not just in this year but ... ever since the founding of this country."

AARONN BROWN
Support Associate



At Candid, our people come first. And our people were hurting. Those that spoke loudly, those that spoke quietly, and those that kept to themselves. Last year's events took a mental and emotional toll. In honor of George Floyd's memory and the historical movement his death awakened in the hearts and consciences of many people around the world, Candid closed on the day of his funeral to provide staff with an opportunity to devote to themselves or spend with a support network of family and friends. And, for the first time in Candid's history (and that of our predecessor organizations, Foundation Center and GuideStar), we celebrated Juneteenth as an official holiday for our organization.

Last year we introduced three notable initiatives in order to educate and enlighten staff about the many facets of diversity. We offered implicit bias training for all staff, including the executive team. We also created and disseminated a diversity

Statement by Candid, June 4, 2020

No matter what words are used to describe the police killings of George Floyd, Breonna Taylor, and Tony McDade, and the murder of Ahmaud Arbery—“tragic,” “brutal,” “abhorrent,” “senseless”—they are not enough. In our homes, our workplaces, on the streets, and across the nation, people are scared, angry, grieving, and fed up.

Candid stands with its Black staff and community to affirm that Black lives matter.

Putting an end to systemic racism here and around the world is going to require nonprofits and foundations to step up like never before. Driven by Candid’s core values, we are sharing continuously updated data and insight on race and policing, Black male achievement, and racial equity. The only way for our sector to do more is to recognize where and how we have failed to do enough.

statement and glossary of common diversity terminology. Most recently we introduced organization-wide celebrations for nationally recognized heritage months such as Women’s History, Asian/Pacific American Heritage, Native American Heritage, National Hispanic Heritage, and African American History, to name just a few.

In this trying time, we saw staff come together, open up to one another, share their personal experiences, and support each other like never before. At town halls, via public blog posts, on group Zoom calls, and on Slack channels created to provide a space for staff to be together in community, we saw folks come together in shared humanity. So much of what has transpired in our country has affected young Black males, and we had the honor of listening to one of our colleagues share his experience and highlight how deeply rooted and institutionalized racism is in our schools, prisons, hospitals, and beyond. During a community call that took place on June 5, staff were offered the opportunity to share how they were feeling anonymously. Some of the words we saw most frequently were *drained*, *frustrated*, *exhausted*, *overwhelmed*, *hopeful*, and *grateful*. Some colleagues were inspired that we were having these conversations, and others felt that we weren’t doing nearly enough. Each of us comes to the table with different identities, experiences, and perspectives. All matter, and all are valid.

Regardless of my personal opinions about the events over the last year, I hope that we’re beginning to build enough trust to start having productive dialogue about these troubling and enduring aspects of our country’s history. Candid has miles to go to make sure every person on our staff feels safe, seen, and liberated to be who they are. And we remain steadfast in our commitment to get there and keep going. The work is never done.

I’m hopeful that we’re willing to work together to take the necessary steps to create a more peaceful and just world. Not just as colleagues, but as human beings, I hope that we can all commit to being part of the solution.

What data can tell us about funding for racial equity



By Anna Koob,
Director of Research Standards

In the immediate aftermath of George Floyd's murder on May 25, 2020, global attention to anti-Black racism in the United States surged. Candid's funding for racial equity page provided a platform to share topical grantmaking data as well as news, analysis, and perspectives from the U.S. social sector.

Although racial inequality is hardly a new phenomenon, the police killings of George

Floyd, Breonna Taylor, and others prompted widespread protests and significant shifts in public support for the Black Lives Matter movement. Candid data suggests a similar trend in philanthropic giving:

Funding for racial equity

2011–2019	\$ 3,500,000,000
Jan. 1–May 25, 2020	\$ 39,600,000
May 26–Dec. 31, 2020	\$ 12,200,000,000

Source: Candid data

We haven't seen such funding spikes before. It's important to note, however, that this direct comparison has limitations because of changes in how Candid sources grants data—including increased use of news scraping and more collection of grants by corporations and high-net-worth individuals. Ultimately, we won't know the true increase in funding for racial equity until we're able to collect a more representative sample of 2020 grantmaking.

The racial equity data we've collected so far for 2020 suggest some additional insights:

\$12B+
went to funding for
racial equity in 2020

- Before 2020, the largest racial equity grant we identified was for \$7.5 million. For 2020, we've counted more than 100 grants or pledges of \$10 million or more; 33 of those contributions were for \$100 million or more.
- Before 2020, 6 percent of grants awarded for racial equity came from corporate foundations or corporate giving programs. In 2020, corporate funders accounted for 66 percent of the grants and pledges that Candid tracked. This funding is somewhat easier to track early on because corporate gifts are often announced publicly. We anticipate a slight reduction in this proportion as we receive more funding data from foundations.
- Only 5 percent of racial equity funding was explicitly for systems change through grassroots organizing or coalition building. Grassroots organizations have played a key role in the historic struggle for racial justice, so it is striking how few grants were described this way.

Although these figures tell an interesting story, they don't provide the complete picture. We lack the data to answer important questions: Are funders fulfilling their pledges? Are the nonprofits receiving racial equity funding Black-led or community-based organizations? How exactly are they addressing systemic racism and racial inequity? We don't always know. Illustrating this lack of detail, 87 percent of racial equity funding in 2020 was awarded to organizations that we couldn't identify, marked as "multiple recipients" or "unknown recipient" in the racial equity map.

At Candid, we are committed to strengthening our data. But we can't do it alone. We need detailed grant descriptions from funders. We need demographic information about the organizations that receive racial equity funds. We need more information about how nonprofits are working to end systemic racism. More and better data will help us all navigate the road ahead and work together toward racial justice.

Sharing our vision



By Jacob Harold,
Executive Vice President

On February 19, 2020, the Candid board of trustees spent hours discussing an updated draft of Candid 2030, a document outlining our vision for the next decade. They offered great feedback and signaled their general approval. I felt good about how the document had evolved and

looked forward to sharing it with the field.

Then COVID-19 hit. We quickly concluded it was the wrong time to publish a vision statement. Time passed, and life during a pandemic developed its own routine. We decided to publish our vision statement in June.

Then, on May 25, police murdered George Floyd in Minneapolis. Once again, we postponed releasing the vision statement. To do otherwise would have been insensitive to people's suffering at such a momentous time.

Finally, on July 16, 2020, we published Candid 2030. We had gone back and refreshed it in light of the events of the past months,

Candid in a nutshell

Mission: Candid gets you the information you need to do good.

Vision: We envision a social sector capable of tackling the critical challenges and opportunities of our time.

Role: Candid's role is to ensure the flow of information in and about the social sector.

Goal: By 2030, Candid will provide a comprehensive global data system that supports excellence throughout the social sector.

Strategy: Candid will collect, organize, analyze, and distribute information about the work of the social sector.

but we believed that our overall strategy held. We had designed it to be robust to external shocks; the shocks just came earlier than we expected.

Now our Candid 2030 vision is set. But we still need input to turn vision into action. We invite you to read it and provide your feedback by completing the form at the bottom of our 2030 vision page. We'll listen. And we'll act, now and for years to come.

We believe these strategies will help build an efficient, equitable, and effective social sector—one capable of tackling the opportunities and challenges of our time. Join us.

Over the next decade, Candid will focus on five strategies:

Real time

Build a real-time global data collection system

Real places

Create place-based networks for on-site access and data collection

Common profile

Establish common organizational profile(s)

Full view

Weave our data sets together

Full story

Explain the social sector

Introducing Candid Learning

By Zohra Zori, Vice President of Networks;
Janet Camarena, Senior Director of Candid Learning; and
Gabe Cohen, Senior Director of Brand and Marketing

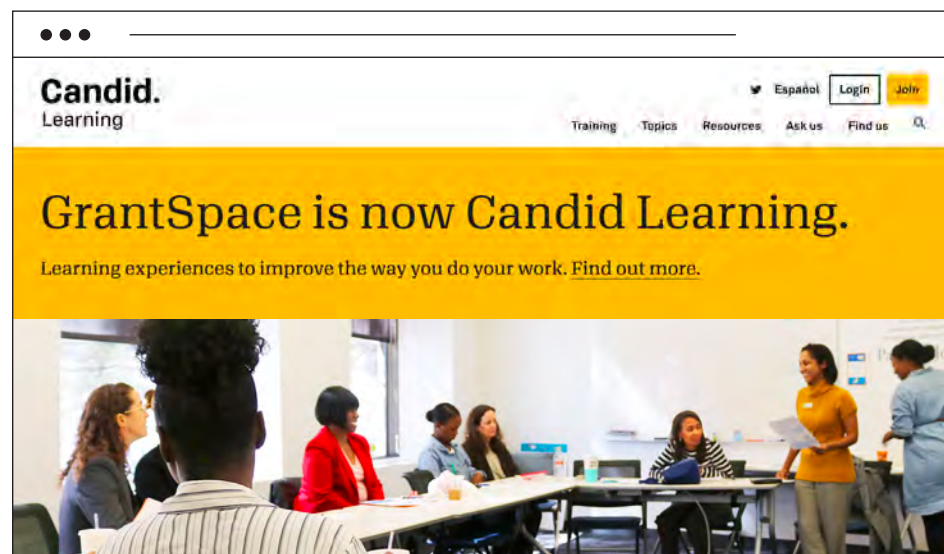


Joining forces is hard. Signing the legal documents to combine Foundation Center and GuideStar operations was just the end of the first step in this process. After the euphoria of that accomplishment died down, we faced an even bigger challenge: forming a single, unified organization from two separate nonprofits.

Last year, we shared some of our vital, albeit unglamorous, progress toward truly becoming one organization by

integrating key systems such as payroll, benefits, and accounting. We also talked about our work to begin building an intentional and inclusive Candid culture.

We continued these efforts in 2020. Our internal integration work charged forward. We were still, however, receiving feedback from people outside Candid that we sounded like more than one organization—and often more than two. Of course, COVID-19



threw a wrench (or an entire toolbox) into our progress of becoming one Candid. That's why we were especially excited to introduce Candid Learning on July 22, 2020.

Candid Learning is your single destination for trainings, resources, and learning experiences to improve the way you do your work. It incorporates all live trainings, on-demand learning resources, and tools previously found on GrantSpace. It also includes pathways to content from GrantCraft and GlassPockets.

Creating Candid Learning was truly a team effort involving people across Candid. Nicole Hooper, Candid Learning marketing liaison, shares, "This project required a lot of input and collaboration from so many departments and stakeholders. In order to align with the new branding guidelines, we had to sift through extensive content and make many changes manually. We also had to maintain the usability of the site throughout the launch so it wouldn't interfere with registrations for our trainings. This was in the middle of working to pivot all of our in-person programming into a virtual format. Overall, it was an amazing team effort."

150%

increase in registrations
for webinars and online
classes in 2020

Users tell us they love Candid Learning. An attendee to our Proposal Writing Basics webinar in July, which attracted more than 950 registrants, shared, "Best presentation on the basics of grant writing I have seen. Asking my entire board to watch so they will understand the process, especially the planning that is necessary." We look forward to further integrating GrantCraft and GlassPockets into the platform, which will allow us to bridge resources and conversations across both sides of the grantmaking table. Candid Learning is a step toward streamlining and enhancing our offerings across our organization to serve you better. Through Candid Learning, we'll continue to get you the information you need to do good by connecting you with peers, experts, and innovative learning experiences.

Rebranding: More than fonts and colors

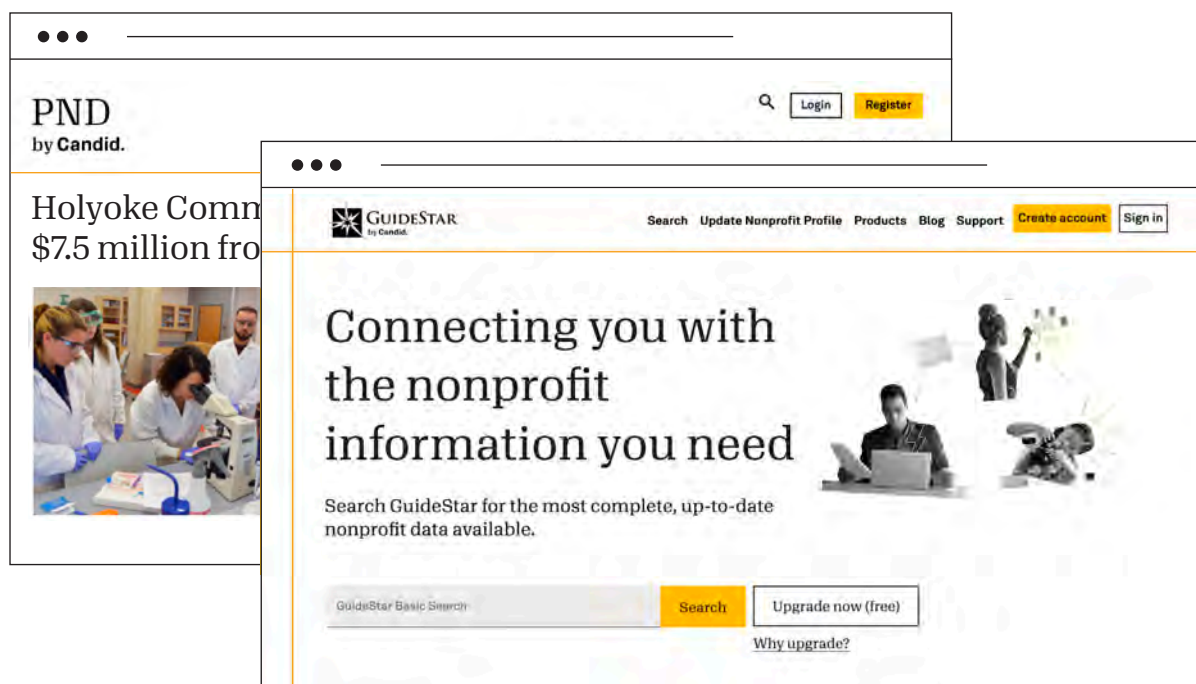


By Renée Westmoreland, Managing
Director of Design and Marketing

Since GuideStar and Foundation Center joined forces in February 2019, we've talked about and worked toward becoming "one Candid." How does that play out in real life? A lot of it is combining systems for managing staff, accounting, and computer networks; reorganizing our internal departments to work effectively toward a single vision; and establishing goals to achieve our mission to

"get you the information you need to do good." If done well, it will improve how we serve you, but most of that work goes on behind the scenes.

In a world that functions increasingly online—more so than ever during the coronavirus pandemic—the place where most of you interact with us is on the web and on your phones.



Our websites, of which there are many, are the most public expression of Candid.

It is on these websites that you find the information you need to achieve your own ambitious missions. Part of becoming “one Candid” is aligning our web properties with our new brand, recognizable by its distinctive fonts and bold, spare color palette.

Yes, changing fonts and colors is a part of the exercise, but it’s not all there is to it. Aligning the look and feel of our web properties allows our customers to immediately identify the content and data as published by Candid, a source known to be trustworthy. And in the process of updating the branding of our websites, as we did for GuideStar and Philanthropy News Digest (PND) in 2020, we take the opportunity to make them more user-friendly to ensure they serve our constituents’ needs effectively.

Foundations and individuals alike use GuideStar to ensure they are awarding a grant or making a donation to a trustworthy organization. The detailed profiles, backed by a Seal of Transparency, are critical tools for deciding whether to offer financial support. Fundraisers, whose job it is to keep their fingers on the pulse of philanthropy to find new funding for their work, rely on PND to keep apprised of breaking news. PND delivers daily news about significant funding initiatives, grant opportunities, and the perspectives of seasoned professionals in the field.

Both GuideStar and PND are essential to the sector’s ability to make good decisions. They have been serving trusted information to the nonprofit sector for more than 25 years. Each could stand on its own brand equity and continue to succeed, but it is not insignificant that they are services of Candid. They are built on the foundation of the most comprehensive data on nonprofits, foundations, and grants in the world. And they are elements in a network of information, Candid, that is greater than the sum of its parts.

The year of integration



By Crystal Mandler, Senior Director,
Business Systems and Intelligence

2020 was a year of ambitious goals and gargantuan effort for Candid's business systems team as we consolidated the bulk of the systems we need to operate effectively and deliver on our mission.

One Zoom report lays bare the enormity of our work last year: between January 1 and December 31, my Zoom account logged 313,261

minutes. That is 5,221 hours of coordination, working sessions, daily sync ups, and troubleshooting. The team averaged more than 100 hours a week on Zoom. If we'd worked only 35-hour work weeks, the year would have been 149 weeks long! But 2020 had 52 weeks, despite its many unprecedented events.

2M

contacts deduped
and cleaned

We had spent 2019—the year Foundation Center and GuideStar joined forces to create Candid—managing separate “classic” GuideStar and Foundation Center business systems. Maintaining two separate financial systems and account structures made financial reporting laborious and unreliable. We had no transparency into our common donors or customers, our sales and fundraising pipelines, and which Candid staff members were interacting with which of our donors and when. We had a highly customized, difficult-to-maintain e-commerce and subscription management system.

On January 1, 2020, Candid launched a combined financial system—the structural background through which we maintain and track all financial transactions and thereby our income, expenses, and overall financial health. Our new account structure encompasses the full scope of our programs and mission. This implementation included numerous other enhancements so that we now have a single system for paying

our bills, invoicing our customers, tracking our grants, recording our payroll and expenses, filing taxes, and more.

65

years of opportunities
migrated without
disrupting operations

In August, we launched a combined CRM (customer relationship management), a new e-commerce system, and a single sign-on solution. This was a massive undertaking involving more than 60 staff and an army of consultants. Without disrupting daily business operations during a global pandemic, we migrated nearly 65 years of opportunities (including Candid's first grant from 1956); consolidated cases from the customer success, profile update, and online librarian teams; deduped and cleaned nearly 2 million contacts and 350,000 organization records; migrated many of Candid's subscribers and subscriptions from a highly customized, difficult-to-maintain custom solution to an integrated out-of-the-box system; and built integrations among these systems with our financial system, our email marketing system, our products and services, our payment processors, and more. Although not glamorous, these systems are critical to Candid's health and mission.

Candid's values shone throughout these implementations. "Driven" describes the late nights, weekend work, and enormous effort required to achieve our tasks. Innate "curiosity" enabled team members to learn and adapt to so many new systems so quickly. The business systems and intelligence team embodied "accessible" as we worked with a vast number of stakeholders and consultants. Managing the expectations of so many stakeholders required us to become increasingly "direct." And I'm immensely proud of the acceptance and "inclusion" demonstrated by the team and by my colleagues overall.

Thanks to our efforts in 2020, we have only a few "classic" GuideStar and Foundation Center systems left to tackle in 2021. When I look back on 2020, I see a year of no small accomplishment.

Nonprofit Compensation Report

20th edition | September 2020



April 2020

Candid.

Key Facts on U.S. Nonprofits and Foundations

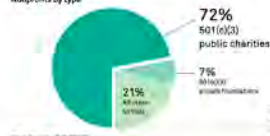
1,729,101

nonprofits are registered with the IRS

Some nonprofits are not required to register. How many is unknown.

The most common type of nonprofit is the 501(c)(3) public charity

Nonprofits by type



What are public charities?

- Primarily administer programs, occasionally make grants
- What most people think of when they hear the word nonprofit
- Small and local (e.g., an animal shelter) or large and national or international (e.g., Save the Children)

What are private foundations?

- Primarily grantmaking institutions, occasionally administer programs
- Examples include the Bill & Melinda Gates Foundation and the W.K. Kellogg Foundation
- Typically are founded by and reserve support for a number of individuals or corporations

There are more than 30 other types of 501(c) nonprofits, including social welfare groups, business and veterans' organizations, labor unions, and federal

501(c) refers to the section of the Internal Revenue Code under which these nonprofits are tax exempt. Public charities and private foundations are grouped under the same section—501(c)(3).

Philanthropy for a safe, healthy, and just world

By Barry Knight, Lauren Bradford, Grace Sato, and Inga Ingulfson



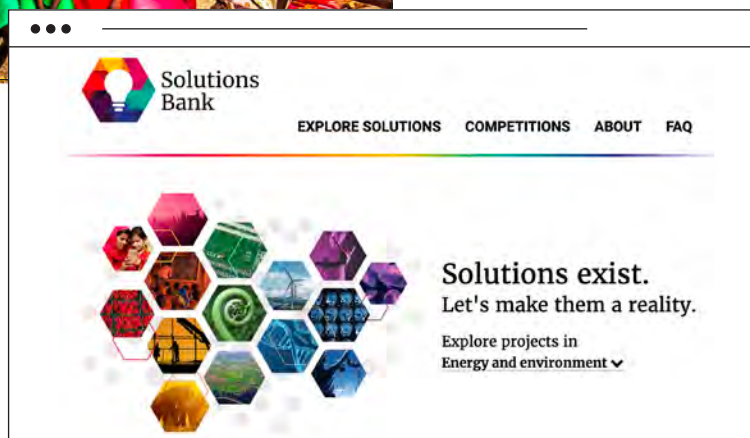
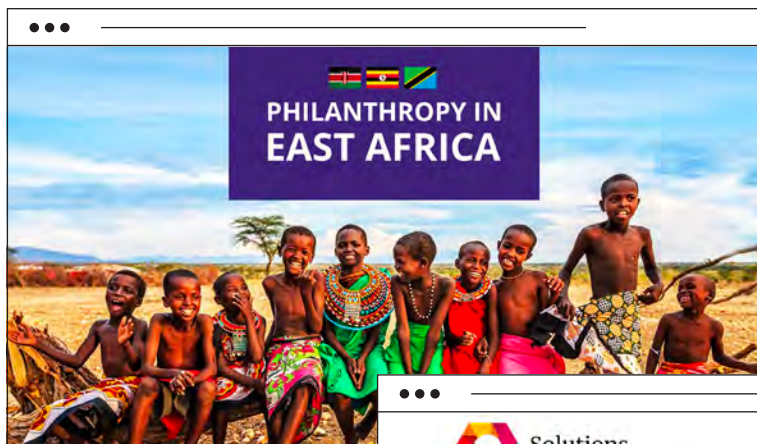
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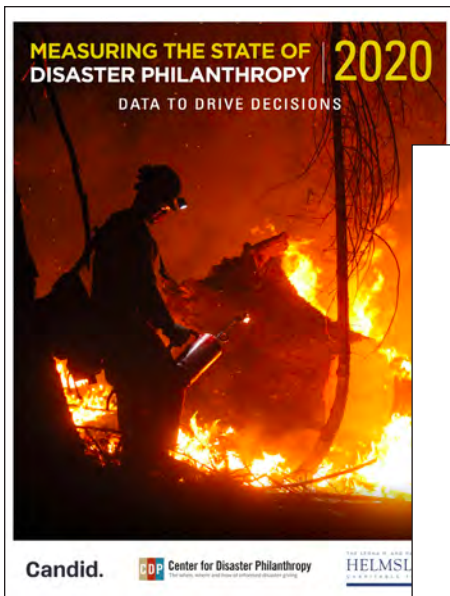
Even more from Candid in 2020

We achieved several other milestones last year.

Clockwise from top left:

- **Nonprofit Compensation Report:** September 21
- **Key Facts on U.S. Nonprofits and Foundations:** April 22
- **Philanthropy for a Safe, Healthy, and Just World:** July 14
- **Solutions Bank** in partnership with Lever for Change: July 22
- **Philanthropy in East Africa:** February 19





Clockwise from top left:

- **Measuring the State of Disaster Philanthropy:** November 17
- **Community Leadership Assessment Tool:** October 1
- **S. D. Bechtel, Jr. Foundation Legacy Collection:** December 23
- **BMA Legacy Collection:** December 3
- **Community Philanthropy Directory:** December 16

